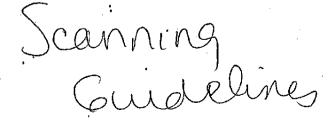


## Customer Survey Technologies

November 11, 1994

Ms. Karen Tolchinsky Philip Morris USA 120 Park Avenue New York, NY 10017



## Dear Karen:

Thanks for your call yesterday. I'm sorry this information didn't reach you last week. I have listed below the key components of the scannable questionnaire:

- 1. The response areas should be printed in red ink on a white background (red screens may be printed behind the boxes).
- 2. Black (or any other dark color) must be used to draw a box around the survey itself. The scanning system uses this box to "anchor" itself on the survey page.
- The survey may have as many other colors as needed as long as the above rules are followed.
- 4. The page must be larger than 5" x 5" and preferably would not be smaller than the current survey.
- 5. The page must be no larger than 8 1/2" x 14" (legal size page).
- 6. Using the current system we would need all response data on the same side of the page (however, we can go to a two-sided scan if necessary). You may print on two sides, as in Parliament's sweepstakes rule printing.
- 7. The paper should be roughly the same weight as the current survey. Lighter weight papers tend to crumple and tear easier.

That's about it. Let me know if I can give you any more info.

Very truly yours,

Clay K. Deniger